11 Old Road North
Kempsey
Worcester
WR5 3JZ

Date 11 May 2021 (amended submission)

Development, Economy and Transport
Medway Council
Civic Headquarters
Gun Wharf
Dock Road
Chatham
Kent ME4 7TR

Dear Sir/Madam

Land at Hempstead Valley District Centre
APPLICATION TO DISCHARGE CONDITION 4 (VMS PROVISION) AND 12 (PARKING MANAGEMENT)
CONSENT REFERENCE MC/20/1127 AS AMENDED BY NMA MC/21/0639

I have lodged via the Planning Portal the completed forms and supporting documents to lodge an application for the development as described above. The conditions are reproduced below for convenience

Condition 4 as amended by the NMA reads

"Prior to first use of 'new unit', as shown on drawing number 4381 GA 101 rev 06, full details of a parking guidance system that displays the number of parking spaces available within the orange car park (as shown on drawing number 4381-GA-134 rev 00 L01) at any given time, shall be submitted to and approved in writing by the Local Planning Authority. The approved parking guidance system shall be installed and operational prior to first use of the 'new unit', as shown on drawing number 4381 GA 101 rev 06, and shall be maintained in a working order thereafter."

The reason for the condition is given as

"Reason: To allow drivers to see available spaces to increase traffic flow and prevent queues forming and reduce overspill parking into local roads in accordance with Policies BNE2 and T13 of the Medway Local Plan 2003."

Condition 12 is unchanged by the NMA and states

"The commercial space shall not be occupied until an updated Parking Management Plan has been submitted to and approved in writing by the Local Planning Authority. The Parking Management Plan shall contain details of

efficiency improvements to aid the operation of the internal car park and timetable for installation. The development shall be implemented in accordance with the approved details and shall thereafter be maintained."

The reason given for this condition is

"Reason: To ensure satisfactory off-street parking in accordance with Policy T13 of the Medway Local Plan 2003"

There has been a long standing understanding that as the centre is modernised and new proposals come forward, that a system of car park management will be introduced across the centre – reference for example the freestanding scheme consent 17/3483 although the conditions in that instance are yet to be discharged. In respect of the East Mall, it was proposed and agreed to introduce a parking information system to provide drivers with details of the availability of spaces within the Orange (undercroft) car park.

The operator of the centre remains committed to providing an attractive and user friendly centre, including the provision of adequate car parking which is well lit, sign posted and meets modern standards for electric vehicle charging, disabled parking and other priority groups while providing alternative forms of access. As other parts of the centre are redeveloped and where appropriate additional VMS signage will be included, to be secured by condition. That condition would be expected to tie implementation of the VMS to the opening of any new/redeveloped floor space.

The details in respect of VMS controls for the orange car park are provided in the Swarco document; Swarco are one of the leading providers and operators of such systems as can be seen from the submitted material with an extensive list of public and private sector partners. In this instance a single, double sided information sign is proposed given there is a single point of access and egress to the orange car park. Essentially the display will be reset to zero overnight and vehicles are then counted entering and exiting the car park by induction loops.

In relation to condition 12, it is not clear where this requirement came from as it was not included in the agreed list of conditions with the case officer, nor added to by members. In any event, there is no formal Parking Management Plan which currently operates across the whole of Hempstead Valley – again refer to permission 17/3483 and its subsequent amendments. The centre does operate restrictions on the length of stay of visitors to ensure a turn over of spaces for newly arriving visitors but this is done by the centre management rather than pursuant to planning conditions. These will continue regardless of the East Mall scheme. It should also be noted that the reason for condition 12 is wholly contained within condition 4 and accordingly it has been agreed with the case officer that the two conditions can be discharged based on the same information.

In terms of timescale, the proposed guidance system has an approximate 16 week timescale from confirmation of an order to being installed and operational on site. Discussions are currently underway with a tenant which would trigger the requirement to install and operate the VMS; it is currently expected that, if this application is approved, the requirement for it to be operation prior to the gym opening for public use.

The fee for this £116 and will be paid direct via the Planning Portal.

I look forward to receipt of the acknowledgement.

Yours sincerely

Eric Hall

Mobile 07721 780011
E mail eric@tdhestates.com